



**THE ANNUAL FUNDRAISER FOR HOWARD COUNTY TOURISM & PROMOTION featuring
DANCING WITH DAZZLING HOWARD COUNTY STARS**

Sponsorship Opportunities:

Howard County Tourism is gearing up for its BIG fundraiser, SOIREE. This must-attend event takes place on Thursday, June 3rd 2010 at the historic Belmont Conference Center. This year, SOIREE will "Transport" 600 guests to Paris for an unforgettable evening of stars and city lights. Here, guests will enjoy food & drink from the finest restaurants, fabulous silent / live auctions and the popular *Dancing with Dazzling Howard County Stars*, a crowd and media pleaser.

Why Should You Be A Part of Howard County Tourism's SOIREE?

- Howard County, Maryland is an affluent bedroom community of Washington, DC and Baltimore, MD again ranked as the third richest county in the nation (according to the 2006 U.S. Census) with an average household income of over \$100,000. Prestigious Howard County, Maryland is a perennial on *Money* magazine's *Top Ten Best Places to Live in America*.
- Howard County Tourism & Promotion is recognized by Howard County Government and the Maryland Office of Tourism Development as the official Destination Marketing Organization for Howard County, Maryland. Our mission is to increase, develop and promote tourism in Howard County by featuring the county's unique sites, services, products and people.
- SOIREE raises up to \$60,000 which helps grow our operating budget to market Howard County as a premiere destination for business and leisure travel all of which directly impacts the local economy.
- A generous portion of SOIREE proceeds are donated to Howard Community College's Culinary and Hospitality Management scholarship program as an investment in the next generation of Tourism professionals.
- You will be showcasing your business to over 600 influential business and community leaders in prestigious Howard County, Maryland!

How Can You Be a Part of Howard County Tourism's SOIREE?

- We invite you to be a part of this special event by becoming an event sponsor. Your participation in SOIREE will be recognized on signage at the event and Howard County Tourism's website. Additionally, advertising is included in the event program booklet. All financial and in-kind sponsors of SOIREE will be listed in a future Tourism publication.
- Below are three very special programs for you to choose from, previous year's \$1500.00 level sponsors are invited back at the same 2009 price for a table of ten!
- Act quickly, space is limited. Last year, sponsorship SOLD OUT months prior to the event.

Please join us in showing off your business and helping Tourism raise money for this good cause! We look forward to your participation!

Rachelina Bonacci - Executive Director, Howard County Tourism, Inc.



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SPONSORSHIP OPPORTUNITIES:

\$1700.00 LEVEL (2009 Sponsors pay only \$1500!) - OFFICIAL EVENT SPONSOR / INCLUDES TABLE for TEN

Be an official event sponsor AND presenter of your favorite *DANCING WITH DAZZLING HOWARD COUNTY STARS* 2009 couple. Your company logo will appear next to your couple's photo on a dance competition poster, used for media outreach and at the event! Plus you get:

- ❖ Full page, black & white, ad in event program
- ❖ Listed in event program as a proud, official sponsor
- ❖ Ten tickets and a private table for you and your guests (You choose the table on a first come-first serve basis at time of payment)
- ❖ Only twelve at this level available!

\$1,000.00 LEVEL - OFFICIAL EVENT SPONSOR (without corporate table)

- ❖ Be an official event sponsor AND presenter of an important event component such as "photo stop", "cooling", "lighting" and more. Your company logo will appear next to your chosen event component.
- ❖ Full page, black & white, ad in event program
- ❖ Listed in event program as a proud, official sponsor
- ❖ Ten tickets to the event. **(PRE-EVENT SPECIAL – be the first to respond to this offer and receive a private table for your guests!)**

IN-KIND OPPORTUNITIES

\$3000.00 and up in kind value:

- ❖ Logo signage at the event
- ❖ Full page, black & white, ad in event program
- ❖ Listing, in event program as a proud, official sponsor
- ❖ Six tickets to the event

\$1000.00 - \$2999.00 in kind value:

- ❖ ½ page, black & white, ad in event program
- ❖ Listing, in event program as a proud, official sponsor
- ❖ Four tickets to the event

\$500.00 to \$999.00 in kind value:

- ❖ ¼ page black & white ad in event program
- ❖ Listing in event program as a proud, official sponsor
- ❖ Two tickets to the event

WANT TO BE AN EVEN BIGGER SPONSOR?

Larger sponsorship roles are available! Contact Amanda Hof (410-313-1904/amanda@visithowardcounty.com) to discuss.



SPONSORSHIP APPLICATION

PLEASE COMPLETE APPLICATION AND FAX (410-313-1902) OR MAIL TO AMANDA HOF
(8267 Main Street / Ellicott City / MD 21043)

Business Name: _____

Address: _____

Decision Maker: _____ Phone: _____

Email: _____ Website: _____

Advertising Dept. (if different from above) Contact: _____

Phone: _____ Email: _____

Additional Information: _____

_____ **YES!** I would like to participate at the \$1,700.00 level as described above (**\$1500.00 for 2009 Sponsors**). You choose the table, tables chosen on a first come- first serve basis at time of payment.

_____ **YES!** I would to participate at the \$1,000.00 level as described above. I will discuss which event component my company will present at a later date.

_____ **YES!** I would like to donate in-kind services and or goods valued at \$_____ (auction item donations no applicable) in exchange for the in kind sponsorship as described above. Please describe the goods or services you are willing to donate:

IN - KIND DONATIONS OF GOODS AND SERVICES IN EXCHANGE FOR EVENT SPONSORSHIP ARE ACCEPTED AT THE SOLE DECRETION OF HOWARD COUNTY TOURISM.

Please email AD and LOGO by FEBURARY 28, 2010 to: amanda@visithowardcounty.com

- Ad Format: black & white, camera-ready art in a high-resolution PDF file
 - Full page: 8 inches high by 5 inches wide
 - Half page: 3 ½ inches high by 5 inches wide
 - Quarter page: 2 inches high by 5 inches wide
- Logo format (color): one small (for web) and one large (for event posters), high-resolution file. TIF and JPG preferred. EPS also acceptable.

Thank you for your support! Please direct all questions to: Amanda Hof - Special Events & Projects Manager, Howard County Tourism, 410-313-1904